R.J. Reynolds Tobacco Company

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To: All Sales and Territory Representatives

Subject: Menthol Name Generation Cards

As you all are aware, Salem will be testing a repositioning of the brand in New York City and Long Island later this year. This is great news for our region. We have been looking for the proper emphasis on Salem for a long time, and we finally have it. What is not so good news, is that our data base of young adult smokers for direct marketing is very weak in the entire region.

Have I got a deal for you!

For each Sales and Territory Representative and Manager in the New York Metro Region, who completes and returns ten (that's right folks, only ten) name generation cards, the SALEM Brand will give you two soft-side coolers. The completed cards must be from **competitive menthol** smokers (preferably Newport) between the ages of 21 and 34. The competitive smoker will receive free offers and coupons from SALEM. Just in case you are out of them, in next weeks mailing, we will send each of you 15 generic name generation cards.

Each card must be name stamped, and include your division number. All cards should be mailed directly to the ROU with your normal mail and received no later than October 15, 1997.

Since I know, all of you are going to accept this challenge, I have directed the Salem Group to mail your coolers out directly to your houses immediately. If by chance, you do not achieve the 10 generation card minimum, you will be required to return the coolers to your division manager. (Don't let them have em.)

Good luck, get those names rolling in.

Rory

c: Mark Young, Mike McHugh, DM's, RM's, KAM's, AM's

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